

Message Text

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ACTION EB-08

INFO OCT-01 EA-09 ISO-00 COME-00 USIA-15 /033 W

-----221133 128209 /22

R 220933Z FEB 77

FM AMEMBASSY BANGKOK

TO SECSTATE WASHDC 9480

UNCLAS SECTION 1 OF 2 BANGKOK 4026

E.O. 11652: N/A

TAGS: BEXP, AFSP

SUBJ: FY-78 CC

REF : 76 STATE A-5960

1. FOLLOWING IS EMBASSY'S INPUT FOR SECTIONS II, III AND
IV FOR THE FY78 COUNTRY COMMERCIAL PROGRAM FOR THAILAND.
SECTION II - PERSONNEL RESOURCE LIST

FSO-1 E/C OFFICER - WILLIAM D. TOOMEY, COUNSELOR FOR
ECONOMIC AND COMMERCIAL AFFAIRS

FSO-4 E/C OFFICER - JAMES H. SAVERY, COMMERCIAL ATTACHE

FSO-4 E/C OFFICER - ROSS C. PARR, ECONOMIC/COMMERCIAL OFFICER

FSO-4 E/C OFFICER - JAMES J. GORMLEY, ECON/COMM OFFICER

FSO-5 E/C OFFICER - WARD D. BARMON, COMMERCIAL OFFICER

FSO-4 E/C OFFICER - DONALD KINZLE, ECON/COMM OFFICER

FSS-6 SECRETARY - MARY ALICE KING

FSS-7 SECRETARY - LINDA ANN HAYES

FSS-8 SECRETARY - NANCY GRAHAM

FSLG-1 COMMTRCIALLSUPERVISOR - SOMSAK CHINVANTHANANOND

FSLG-1 ECONOMIC SPECIALIST, SONGSRI ROJANASUWAN

FSLG-3 COMMERCIAL SPECIALIST, SIRITAJ ROJANAPRUK

FSLG-3 COMMERCIAL SPECIALIST, SAMRAN SINMOO

FSLS-3 ECONOMIC ADVISER, AMPHMYN LOHARJUN

FSLG-3 COMMERCIAL ASSISTANT, SATHIT KOMALMISR

FSLG-4 COMMERCIAL LIBRARIAN, SANGTHONG APHASARANON

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FSLG-4 SECRETARY, SOMJAI SUSARIKANAND

FSLG-4 SECRETARY/CLERK TYPIST, SUTHAT VONGPROMMEK

FSLG-6 CLERK TYPIST/RECEPTIONIST, SUVIMOL PANYANGARM

FSLG-7 SECRETARY, BUNCHONG SANKLANG

CONTRIBUTORY PERSONNEL - PAO, JAMES MCGINLEY, AGATT, CLINE WARREN

SECTION III - CAMPAIGN DEVELOPMENT

CAMPAIGN NO.1

PRIORITY NO.1

TITLE: AGRI-BUSINESS DEVELOPMENT
CAMPAIGN MANAGER: WARD D. BARMON
OBJECTIVE AND RATIONALE:

THAILAND'S FOURTH FIVE YEAR PLAN (1977-81) EMPHASIZES DEVELOPMENT OF ITS AGRICULTURAL INFRASTRUCTURE. INVESTMENTS IN NEW IRRIGATION PROJECTS ALONE ARE ESTIMATED AT \$1.1 BILLION. ANOTHER \$358 MILLION IS TARGETED FOR LIVE-STOCK DEVELOPMENT, RUBBER PLANTING AND AGRICULTURAL EXTENSION PROJECTS. EXPENDITURES OF SUCH MAGNITUDE WILL GENERATE INCREASING DEMANDS FOR FARM MACHINERY, FERTILIZER, INSECTICIDES, FOOD PROCESSING AND PACKAGING EQUIPMENT, STORAGE FACILITIES, ETC.

CAMPAIGN ACTION:

1. IDENTIFY AND LIST FOOD PROCESSORS AND PACKAGERS FOR BLUE RIBBON CALLS AND A DIRECT MAIL CAMPAIGN TO ENCOURAGE ATTENDANCE TO EXHIBITION AT USTC SINGAPORE ON FOOD PROCESSING AND PACKAGING EQUIPMENT DEC. 12-16 BY NOVEMBER 1, 1977.
2. CONTRACT FOR INDEPTH MARKET RESEARCH STUDY TO DEFINE PRODUCTS OR SUB-PRODUCT GROUPS OFFERING GREATEST POTENTIAL FOR U.S. SUPPLIERS BY DECEMBER 31.
3. CONDUCT PRELIMINARY SITE SURVEYS FOR EXHIBITION IN EARLY FY-79 BY MARCH 31, 1978.

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4. PREPARE PROMOTION CAMPAIGN FOR EXHIBITION FY JUNE 30.
CAMPAIGN NO. 2 PRIORITY NO.3
TITLE: MEDICAL, SURGICAL AND HOSPITAL EQUIPMENT,
SUPPLIES AND APPARATUS
CAMPAIGN MANAGER: JAMES H. SAVERY
OBJECTIVE AND RATIONALE:

FOCUSING ON THE DEVELOPMENT OF RURAL MEDICAL FACILITIES, THAILAND'S FOURTH NATIMPAL SOCIAL AND ECONOMIC DEVELOPMENT PLAN (1977-81) CALLS FOR AN EXPENDITURE OF BAHT 23,000 MILLION (\$1.12 BILLION) FOR THE OPERATION OF EXISTING FACILITIES AND CONSTRUCTION OF 08 NEW HOSPITALS WITH 12,300 BEDS. THAILAND'S 1975 REQUIREMENTS FOR MEDICAL, SURGICAL AND HOSPITAL EQUIPMENT WERE ALMOST COMPLETELY SATISFIED THROUGH IMPORTS WHICH TOTALED \$17,631,160. IN THAT YEAR, THAILAND'S IMPORTS OF THIS PRODUCT GROUP INCREASED 63.7 PERCENT ABOVE 1972. DURING THE SAME PERIOD THE U.S. INCREASED ITS EXPORTS OF THESE PRODUCTS TO THAILAND BY 74 PERCENT AND ITS MARKET SHARE

ROSE FROM 20.8 PERCENT IN 1972 TO 22.2 PERCENT IN 1975.
MZNY OF THE DOCTORS IN THAILAND WERE TRAINED IN THE U.S.
AND THE MEDICAL PROFESSION IS GENERALLY ORIENTED TOWARD
AMERICAN SOPHISTICATED MEDICAL TECHNOLOGY. FOR THIS
REASMN, U.S. PRODUCTS ARE GENERALLY PREFERRED AND IT IS
BELIEVED THAT THE U.S. MARKET SHARE HAS NOT YET REACHED
ITS FULLEST POTENTIAL. AMERICAN PRODUCERS OF MEDICAL
EQUIPMENT AND SUPPLIES SHOULD FIND A RESPONSIVE MARKET
IN THAILAND. A CATALOG EXHIBIT FOR NEW TO MARKET U.S.
FIRMS AT THE ANNUAL HOSPITAL DIRECTORS CONFERENCE
SCHEDULED FOR OCTOBER 1978 IS PLANNED IN CONJUNCTION
WITH A PRODUCT EXHIBITION OF U.S. PRODUCTS BY THE LOCAL
REPRESENTATIVE AND AGENTS OF AMERICAN FIRMS.

CAMPAIGN ACTIONS:

1. ESTABLISH CONTACTS WITH THE MINISTRY OF PUBLIC HEALTH,
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THAI MEDICAL AND HOSPITAL ASSOCIATIONS BY DECEMBER 31, 1977.

2. UPDATE SALIENT ASPECTS OF MARKET RESEARCH STUDY PREPARED BY MARK
MOBIUS IN 1972 TO DETERMINE ITS CURRENT VALIDITY BY
FEBRUARY 15, 1978.
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ACTION EB-08

INFO OCT-01 EA-09 ISO-00 COME-00 USIA-15 /033 W
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FM AMEMBASSY BANGKOK
TO SECSTATE WASHDC 9490

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3. UPDATE EMBASSY'S AGENCY'S INDEX OF REPRESENTATIVES
AND POTENTIAL REPRESENTATIVES OF U.S. MANUFACTURERS.
PREPAREWTD RS ON POTENTIAL REPRESENTATIVES. DEVELOP

LIST TO BE USED IN A DIRECT MAIL CAMPAIGN PROMOTING ATTENDANCE AT U.S. CATALOG EXHIBIT AND CONDUCT EXHIBITION AT THE HOSPITAL AND MEDICAL DIRECTORS CONFERENCE SCHEDULED FOR OCTOBER 1978 BY MAY 30. ENCOURAGE AGENTS OF U.S. FIRMS TO EXHIBIT AND PARTICIPATE IN MEDICAL DIRECTORS CONFERENCE.

4. IN COOPERATION WITH THE HOSPITAL AND MEDICAL DIRECTORS CONFERENCE, ORGANIZE A SPECIALIZED FOREIGN BUYERS GROUP TO ATTEND THE AMERICAN HOSPITAL ASSOCIATION CONVENTION, ANAHEIM, CALIFORNIA SEPT. 11-14 BY JULY 30.

SECTION IV - OTHER SPECIAL POST EFFORTS

ACTIVITY NO.1 - MAJOR PROJECTS PRIORITY NO.2

PRIMARY RESPONSIBILITY: WARD D. BARMON

DESCRIPTION/JUSTIFICATION:

WHILE MANY OF THE MAJOR DEVELOPMENTAL PROJECTS LISTED IN THAILAND'S DRAFT FOURTH FIVE YEAR PLAN (1977-81) AWAIT RTG'S FINAL APPROVAL, AT LEAST FOUR ARE LIKELY TO BE STARTED BY 1978. THAILAND'S OWN FINANCIAL RESOURCES WERE AUGMENTED IN 1976 BY A U.S. 100 MILLION DOLLAR SYNDICATED LOAN FROM A GROUP OF PRIVATE BANKS; INCREASED BORROWING FROM THE ASIAN DEVELOPMENT BANK AND THE WORLD BANK, UNCLASSIFIED

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COUPLED WITH THE SUBSTANTIAL BWT LARGELY INACTIVE FINANCIAL RESOURCES OF THE PRIVATE SECTOR, WILL FACILITATE FINANCING OF VIABLE PROJECTS. THE INVESTMENT CLIMATE OF THAILAND IS LIKELY TO IMPROVE TO THE EXTENT THAT FOREIGN INVESTORS WITH WELL-PLANNED PROJECTS WILL DECIDE TO TAKE THE PLUNGE. OUR OBJECTIVES ARE TO ENCOURAGE THE RTG AND INVESTORS IN THE PRIVATE SECTOR TO LOOK TOWARD THE U.S. AS THE BEST SOURCE OF SUPPLY FOR TECHNOLOGY, GOODS AND SERVICES AND TO FACILITATE U.S. ENGINEERING CONSULTANTS' ACCESS TO DECISION MAKERS WELL IN ADVANCE OF TENDER NOTICES. ACTIONS TO BE TAKEN: (EXCLUSIVE OF THOSE IN CAMPAIGN)

1. WITH THE ASSISTANCE OF USDOC, PROVIDE RTG WITH A SUMMARY OF AMERICAN ENGINEERING CONSULTANTS'S CAPABILITIES ORIENTED TOWARD THE RTG'S MOST IMMEDIATE PROJECTS.

2. DEVELOP A COMPLETE LIST OF RESIDENT AMERICAN ENGINEERING CONSULTANTS AND A LIST OF MAJORITY THAI OWNED ENGINEERING FIRMS WHICH MAY WISH TO EXPLORE PARTICIPATION IN BIDDING AND/OR PROJECT EXECUTION THROUGH JOINT VENTURE WITH NON-RESIDENT AMERICAN COMPANIES.

3. SUBMIT A CURRENT LIST OF ALL MAJOR PROJECTS PLANNED BY RTG AND THOSE OF THE PRIVATE SECTOR, REPORT

PROMPTLY IN DETAIL ON ALL SIGNIFICANT DEVELOPMENTS OF
SPECIFIC PROJECTS.

4. OBTAIN DEFINITIVE READINGS PRIOR TO TENDERS ON THE
FOLLOWING PROJECTS: (A) NATIONAL GAS PIPE LINE,
(B) ROCK SALT/SODA ASH AND POTASH, (C) EGAT 600 MB
THERMAL AND NUCLEAR PLANTS, (D) AN INTEGRATED STEEL MILL
AND (E) THE EAST COAST RAILWAY AND DEEP WATER PORT.
ACTIVITY NO. 2 - TRADE PROMOTION SUPPORT PRIORITY NO.4
PRIMARY RESPONSIBILITY: WARD D. BARMON
DESCRIPTION/JUSTIFICATION:

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(THE FIVE PROMOTIONS SCHEDULED FOR THAILAND ARE NOT
INCLUDED IN EITHER OF THE CAMPAIGNS.)

1. CATALOG EXHIBIT - HOTEL/RESTAURANT EQUIPMENT AND SUPPLIES, OCT.19
77

2. TRADE MISSION- TIMBER PROCESSING EQUIPMENT, NOV. 1977

3. TECHNICAL SALES SEMINAR FOR TEXTILE MACHINERY, JAN. 1978

4. TRADE MISSION - BUILDING EQUIPMENT AND MATERIALS, JUNE 1978

5. CONSUMER (IN-STORE) PROMOTION, CENTRAL DEPARTMENT
STORE (3-STORE CHAIN) CURRENTLY BEING CONSIDERED BY USDOC FOR FY-78

6. MAXIMIZE USE OF FACILITIES OF COMMERCIAL SECTION FOR
SMALL, SINGLE COMPANY EXHIBITS.

ACTIONS TO BE TAKEN:

1. PROVIDE TIMELY AND APPROPRIATE PUBLICITY FOR EACH OF THE ABOVE.

2. CALL ON KEY PROSPECTS IN SUPPORT OF EACH PROMOTION,
INCLUDING PROSPECTS OUTSIDE OF BANGKOK AREA.

3. IDENTIFY POTENTIAL AGENTS/DISTRIBUTORS AND LICENSEES
AND PROVIDE REFINED SUPPORT.

4. IN SUPPORT OF EACH SCHEDULED EVENT, PREPARE A
MARKET BRIEF TO IDENTIFY PRODUCT AND SUB-PRODUCT
GROUPINGS THAT REPRESENT THE BEST POTENTIAL FOR U.S.
SUPPLIERS.

ACTIVITY NO. 3 - FOREIGN BUYERS PROGRAM - PRIORITY NO.5
PRIMARY RESPONSIBILITY: JAMES H. SAVERY

DESCRIPTION/JUSTIFICATION:

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THE FOREIGN BUYERS PROGRAM IS AN EFFECTIVE METHOD OF BRINGING THE BUYER TO THE SELLER. ONLY THOSE EVENTS THAT WOULD FIND SIGNIFICANT INTEREST IN THAILAND ARE INCLUDED.

OCT. 9-15, 1977 - INTELCOM '77 (WORLD COMMUNICATIONS EXPOSITION), GEORGIA WORLD CONGRESS CENTER, ATLANTA, GEORGIA.

NOV. 1-3, 1977 - BUILDING AND CONSTRUCTION EXPOSITION AND CONFERENCE, MCCORMICK PLACE, CHICAGO, ILL.

DEC. 5-8, 1977 - 36TH EXPOSITION OF CHEMICAL INDUSTRIES, MCCORMICK PLACE, CHWQAGO, ILLINOIS.

FEB. 12-15, 1978 - INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS, MCCORMICK PLACE, CHICAGO, ILLINOIS.

SEPT. 11-14, 1978 - AMERICAN HOSPITAL ASSOCIATION CONVENTION, CONVENTION CENTER, ANAHEIM, CALIFIORNIA.

SEPT. 16-20, 1978 - INTERNATIONAL WOODWORKING MACHINERY AND FURNITURE SUPPLY SHOW, KENTUCKY FAIR AND EXPOSITION CENTER, LOUISVILLE, KENTUCKY.

ACTIONS TO BE TAKEN:

1. PUBLICIZE ALL FBP EVENTS THROUGH LOCAL MEDIA, I.E. THE BANGKOK POST, THE INVESTOR, BUSINESS IN THAILAND, ETC.

2. SHOWING OF USIS FILM "MARKET PLACE USA" TO SELECTED INDUSTRY AUDIENCES (WHERE SUFFICIENT INTEREST WARRANTS)

3. ORGANIZE LOCAL TRAVEL AGENTS TO ASSIST WITH THE TRAVEL ARRANGEMENTS FOR LOCAL INDUSTRY GROUPS.

4. PROVIDE NOTIFICATION TO COMMERCE OF THE NAMES AND DETAILED UNCLASSIFIED

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PRODUCT INTERESTS OF INDIVIDUAL BUYERS VISITING THE U.S. BURKE

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Message Attributes

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Concepts: n/a
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
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Expiration:
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From: BANGKOK
Handling Restrictions: n/a
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Reference: 76 STATE A-5960
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Review Content Flags:
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Review Event:
Review Exemptions: n/a
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3269264
Secure: OPEN
Status: NATIVE
Subject: FY-78 CC
TAGS: BEXP, AFSP
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/0a48f2c3-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009